

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims in the present application.

What Is Claimed Is:

1-6. (canceled)

7. (previously presented) An order accepting method for discounting a purchase money amount based upon an incentive point used by a customer when a goods order is accepted in on-line shopping, the method comprising the steps of:

outputting information related to an entity who shares a discount money amount to the terminal of the customer in an on-line manner after the order has been settled.

8. (previously presented) An order accepting method as claimed in claim 7 wherein: said entity who shares the discount money amount is a sponsor of the on-line shopping; and the method further comprising the step of

displaying on the terminal of the customer before settling the order an advertisement related to a person who invests in the on-line shopping.

9. (currently amended) An order accepting method as claimed in claim 8 wherein: said discount money amount is determined in correspondence with a total number of incentive points used by the customer, and the method further comprising the step of

applying to the ~~customer~~ customer's order the incentive point used by the customer when the advertisement information related to said sponsor is outputted in an on-line manner to the terminal of the customer.

10. (previously presented) An order accepting method as claimed in claim 9, further comprising the step of:

outputting in the on-line manner said advertisement information related to said sponsor by accepting the instruction of the customer.